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index

1957

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CURRENT RECORDS

Burr & Co. Inc.
Rochester, Conn.

New highway...
to higher profits!

PACKAGED PLANTS by BURR

ROSES

SHRUBS

TREES

HEDGE PLANTS

Growing
since '98



BURR...

ONE OF
AMERICA'S
LARGEST
GROWERS OF
ALL TYPES
OF PLANTS

862946

BURR

builds your business

with first quality plants . . . in
first quality packaging

MORE DOLLARS FOR YOU

Here's the way to cash in on the proven appeal of living plants — backed up by all the power of modern merchandising — and without the old fashioned muss and fuss!

You price your packaged plants at twice your cost — and more — for most varieties, and sell out fast at the peak of the buying season. And since they can be sold sooner than most bare root stock, you get precious extra weeks to pile up the profits.

MORE TRAFFIC FOR YOUR STORE

Here are guaranteed traffic builders. Roses! Dogwood trees! Apple, peach and pear trees! Forsythia, Mock Orange, Flowering Almond and dozens more. Win new attention to your ads, put new sparkle in your displays, watch your impulse sales mount higher and higher.

COMPLETELY SELF-SERVICE

Dramatic displays of glittering foil packages attract customers like a magnet. And what says quality quicker than gold and silver? Buyers move in close. They heft the jumbo pack (it weighs over four pounds). They examine the husky green canes. They see the big picture in full color on the label with planting instructions underneath. They tuck their selections under their arm, pay you and hurry home — delighted!

OUTSTANDING PACKAGING

Burr plants are packed as firmly as a cigarette — never have that lumpy look. A secret waxing process keeps rose bush canes green and healthy. The wire clasp will not rust. Two pounds of imported peat moss in every pack holds moisture like a sponge. (Shingle tow or man-made substitutes are never used.) An inner kraft liner, treated with asphalt, provides still more moisture protection to assure you of maximum shelf life.

NO MUSS OR FUSS

No labeling, pruning or heeling in to do. No dirt. No slow-downs while customers wait to be served. No wrapping time or expenses. Just display and sell! Each shipping carton of twelve is plainly marked as to variety.

SALE STIMULATORS — FREE

Burr's products and promotions are designed *for the dealer*. No sales are made through the mails. Dealers receive fast-selling stock *plus* free sales aids to give you more sales with less effort. These include the famous Burr wall charts — one for roses, one for shrubs — which show dozens of varieties in full color and in full bloom.

Wholesale Nursery Stock Quotations and Variety List for Dealers

SEASON: Spring 1957

Packaged plants are available for shipment after
January 20, 1957

TERMS: 2% 10 days, Net 30 days

F. O. B. Manchester, Conn.

(Also F. O. B. Fort Wayne, Ind.)

UNITS: All Roses, Shrubs, Fruit Trees and Ornamental Trees
must be ordered in units of twelve (12) of a variety.
Hedge — multiples of twelve (12) bundles of a variety
regardless of number in bundle.

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ROSE BUSHES

General Information

All our rose bushes are hardy, two year old, field grown roses and all plants have bloomed in the nursery row. They are budded on Rosa Multiflora Japonica, which our experience has proved to be the hardiest of understock. The roses have been grown by experienced men — dusted, fertilized and cultivated according to the best methods that experience and modern plant science can provide. They are carefully graded and stored in scientifically controlled warehouses, under constant observation until time for packaging. We guarantee that we will ship a live healthy plant, true to name and up to grade. Beyond this, we can assume no responsibility since a rose is, after all, a living thing. We further believe that with reasonable care the plant will live and bloom.

Packaging Information

All Burr roses are individually waxed to help prevent moisture loss and are then packaged in moisture-retaining peat moss to keep the roots fresh while the plants are in transit and on display. It is suggested that this peat be thoroughly mixed with the earth when the rose is planted to improve soil condition. Roses are packed twelve (12) of a variety to a carton, except that the boxed roses will be packed twenty-four (24) to a carton.

Buying Information

Although individual preferences may vary somewhat by locality, the following may be used as a general guide:

| CLASSIFICATION BREAKDOWN | | COLOR BREAKDOWN | |
|--------------------------|-----|------------------------|-----|
| Hybrid Teas | 50% | Reds | 50% |
| Floribundas | 20% | Yellows & Blends | 30% |
| Climbers | 30% | Pinks | 10% |
| | | Whites | 10% |

Patented Roses

Packaged in Glittering Gold Foil

2 YEARS OLD . . . FIELD GROWN

Patented varieties of roses are offered in the Gold Foil Package only and are the top grades of each variety. The Gold Foil Package has a 4½" x 8" full-color lithograph of the variety with complete planting instructions. This package represents the maximum in eye appeal and gives the customer the opportunity of purchasing the current and past All America Rose Selection Winners in addition to many other leading varieties. These are the varieties that are most heavily advertised and publicized in the Garden Magazines.

Variety List for Patented Roses

Packaged in Gold Foil

PATENTED HYBRID TEAS

Order in Multiples of
12 of a variety.

**No. 1
Price
Each**

RED VARIETIES

| | |
|---|--------|
| American Flagship, Brilliant scarlet | \$1.15 |
| Charlotte Armstrong, Spectrum red to cerise | 1.40 |
| Chrysler Imperial, Vivid crimson red | 1.55 |
| Mirandy, Garnet red | 1.40 |
| New Yorker, Velvety scarlet | 1.40 |
| Nocturne, Cardinal red | 1.40 |
| President Eisenhower, Brilliant red | 1.40 |
| Queen of the Lakes, Bloodred to carmine | 1.15 |
| San Fernando, Bright scarlet | 1.15 |
| Tally-Ho, Crimson to cardinal red | 1.40 |

PINK VARIETIES

| | |
|---|------|
| First Love, Rose to pink | 1.40 |
| Helen Traubel, Pink to apricot | 1.55 |
| Katherine T. Marshall, Deep rose pink | 1.15 |
| Pink Princess, Deep rose pink | 1.15 |
| Show Girl, Deep pink | 1.40 |
| Tiffany, Warm clear pink (1955 AARS Winner) | 1.55 |

YELLOW VARIETIES

| | |
|--|------|
| Diamond Jubilee, Buff yellow | 1.25 |
| Fred Howard, yellow with light pink | 1.25 |
| Golden Sceptre, Fragrant deep yellow | 1.25 |
| Lowell Thomas, Clear canary yellow | 1.40 |
| Mojave, Glowing orange | 1.65 |
| Peace, Lemon yellow edged pink | 1.55 |
| Sutter's Gold, Golden orange | 1.40 |
| V. for Victory, Spectrum yellow | 1.15 |



| | <i>Order in Multiples of 12 of a variety.</i> | No. 1 Price Each |
|---|---|---------------------------------|
| BLENDS | | |
| Confidence, Light pink to yellow | | \$1.40 |
| Forty Niner, Red and yellow | | 1.40 |
| Shades of Autumn, Red to pink with yellow | | 1.15 |
| WHITE VARIETY | | |
| Sleigh Bells, white with creamy center | | 1.25 |
| PATENTED FLORIBUNDA ROSES | | |
| RED VARIETIES | | |
| Donald Prior, Scarlet flushed crimson | | 1.05 |
| Red Pinocchio, Velvety red | | 1.15 |
| Spartan, Burnt orange buds opening to orange-red blooms | | 1.65 |
| Vogue, Cherry coral | | 1.25 |
| World's Fair, Deep crimson | | 1.05 |
| PINK VARIETIES | | |
| Fashion, Coral peach | | 1.25 |
| Ma Perkins, Salmon to shell pink | | 1.25 |
| Pinocchio, Pink and salmon | | 1.15 |
| YELLOW VARIETIES | | |
| Goldilocks, Deep yellow | | 1.15 |
| Yellow Pinocchio, Apricot yellow | | 1.05 |
| BLENDS | | |
| Circus, Yellow blended with rich red (1956 AARS Winner) | | 1.55 |
| Jiminy Cricket, Coral orange (1955 AARS Winner) | | 1.25 |
| WHITE VARIETIES | | |
| White Bouquet, Sparkling white, 4-5 inch blooms | | 1.55 |
| (1957 AARS Winner) | | |
| White Pinocchio, Double white | | 1.05 |

PATENTED GRANDIFLORA ROSES

No. 1
Price
Each

*Order in Multiples of
12 of a variety.*

This is a new classification for roses. Plants are tall with large flowers in clusters but with stems long enough for cutting.

RED VARIETY

Carrousel, Dark Red \$1.25

PINK VARIETY

Queen Elizabeth, Delicate pure pink (1955 AARS Winner) 1.55

YELLOW VARIETY

Bucaneer, Butterfly yellow 1.55
Montezuma, Sun Orange 1.65

PATENTED CLIMBER ROSES

RED VARIETIES

Climbing Charlotte Armstrong, Cerise 1.55
Climbing Crimson Glory, Deep velvety crimson 1.55
Spectacular, Scarlet buds opening to double orange-red blooms 1.55

PINK VARIETIES

Aloha, Pink pillar 1.55
Dr. J. H. Nicolas, Rose Pink 1.25

YELLOW VARIETIES

Climbing Goldilocks, Deep yellow 1.55
Climbing Peace, Lemon yellow edged pink 1.40
GOLDEN SHOWERS, Vivid daffodil yellow (1957 AARS Winner) 1.80

NON-PATENTED ROSE BUSHES

Packaged in Shimmering Silver Foil

SELECTED, EXTRA HEAVY . . . 2 YEARS OLD . . . FIELD GROWN
PRICE EACH \$1.00 . . . APPROXIMATE WEIGHT 12 PACKED . . . 52 LBS.

The plant in this package represents the heaviest grade of the non-patented roses that come from our fields. Each package has a 4½" x 8" full-color lithograph attached and contains a generous amount of pure peat moss. This package is identical with the Patented Pack, except the foil is silver. A premium pack for those who want the best.

NON-PATENTED ROSE BUSHES

in VITA HUME PACK

SELECTED . . . 2 YEARS OLD . . . FIELD GROWN
PRICE EACH \$.75 . . . APPROXIMATE WEIGHT 12 PACKED . . . 25 LBS.

The rose bush in this package is wrapped in a neat, green and silver striped foil outer bag. The roots are protected by a solid packing of moist peat in a water-proof inner wrap. Each package has a full color 3" x 5" illustration and printed planting instructions.



VARIETY LIST FOR ROSES in SILVER FOIL PACKAGE or VITA HUME PACK

Hybrid Teas

The most popular class of roses, ever-blooming from June until frost. Must be ordered in units of 12 of a variety.

RED VARIETIES

Ami Quinard
C. K. Douglas
Crimson Glory
Ena Harkness
Etoile de Hollande
Margaret McGredy
McGredy's Scarlet
Poinsettia
Red Radiance

YELLOW VARIETIES

Eclipse
Golden Charm
Soeur Therese
Yellow Condesa de Sastago

BLENDS

Condesa de Sastago
President Hoover
Talisman

PINK VARIETIES

Betty Uprichard
Edith Nellie Perkins
Picture
Pink Radiance

WHITE VARIETIES

Caledonia
K. A. Victoria
McGredy's Ivory

Hybrid Perpetuals

Extremely hardy rose bushes, blooming throughout month of June with occasional recurrent bloom in fall. Must be ordered in units of 12 of a variety.

RED VARIETY

American Beauty

WHITE VARIETY

Frau Karl Druschki
(Often called *White American Beauty*)

Floribundas

Low growing ever-blooming varieties, with many blossoms, usually in clusters. Ideal for borders, rose hedges and for landscaping ranch style homes, or where a massed bloom effect is desired.

RED VARIETIES

Floradora
Frensham
Garnette
Improved Lafayette

PINK VARIETIES

Else Poulsen
Rosenelfe

WHITE VARIETY

Dagmar Spaeth

Climbers

Old Fashioned Climbing Rose Bushes bloom profusely during May and June. Hybrid Tea Climbers are ever-blooming. Used extensively for arbors, trellises and fences. Must be ordered in units of 12 of a variety.

RED VARIETIES

Blaze
Cli. American Beauty
Cli. Etoile de Hollande
Pauls Scarlet

YELLOW VARIETIES

Climbing Soeur Therese
Cli. P. S. DuPont
Golden Climber
Primrose

PINK VARIETY

New Dawn

BLENDS

Climbing Talisman
Climbing President Hoover

WHITE VARIETIES

City of York
White Dawn

BOXED ROSES

2 YEARS OLD . . . FIELD GROWN

PRICE EACH \$.60 . . . APPROXIMATE WEIGHT 24 PACKED . . . 50 LBS.

Roots Kraft wrapped in peat moss and each plant individually boxed in an attractive carton, with full color illustration of variety. Planting instructions on each box. Packed 24 boxed roses to a corrugated container. Must be ordered in assortments as established below.

ASSORTMENT NUMBER

VARIETIES

| | |
|----------|---|
| #1 | 12 Crimson Glory — red |
| | 12 Poinsettia — red |
| #2 | 12 Etoile de Hollande — red |
| | 12 Ami Quinard — red |
| #3 | 12 Picture — pink |
| | 12 Edith Nellie Perkins — pink |
| #4 | 12 Golden Charm — yellow |
| | 12 Eclipse — yellow |
| #5 | 12 Talisman — pink and yellow |
| | 12 Condesa de Sastago — red and yellow |
| #6 | 12 Caledonia — white |
| | 12 K. A. Victoria — white |
| #7 | 12 Blaze — Cli. red |
| | 12 Cli. Etoile de Hollande — cli. red |
| #8 | 12 Goden Climber — Yellow climber |
| | 12 Cli. Talisman — Blends — climber |
| #9 | 12 White Dawn — White Climber |
| | 12 New Dawn — Pink Climber |

FLOWERING SHRUBS

All of our shrubs are at least two years old, hardy and field grown in the fertile Connecticut Valley. They are well branched and heavily rooted. All have bloomed in the nursery. They are packaged in gold foil bags or in heavy, waterproof crinkle-kraft paper. We wrap the top grade in gold foil and the medium grade in kraft. The few special varieties priced slightly higher than others in the same wrap take longer to grow to merchantable size.

Foil wrapped shrubs will have a 4½" x 8" full-color lithograph of the variety on each package. Kraft-wrapped shrubs have a picture tag and planting instructions attached. All shrubs are packed with pure imported peat moss around the roots to keep them in top condition on your display stands. All are packed twelve of a variety to the carton.

French Hybrid Lilacs

Here's an item that increases in popularity every year. Ours are big and rugged . . . one of the fastest moving items in our line. We wrap them in gold foil bags with full color illustrations of the variety on each bag. As with our whole packaged line, the roots are packed in pure peat.

| VARIETY | HEAVY GRADE | PRICE |
|---------------------------------------|-------------|--------|
| Belle de Nancy, (double, satiny rose) | | \$1.00 |
| Charles Joly, (double dark crimson) | | 1.00 |
| Charles X, (single reddish purple) | | 1.00 |
| Ellen Wilmott, (double white) | | 1.00 |
| Lucy Baltet, (single coral-pink) | | 1.00 |
| President Grevy, (double rosy-blue) | | 1.00 |

**SPECIAL VARIETIES . . . GOLD FOIL WRAPPED . . . HEAVY GRADE
PRICE \$.95 . . . APPROXIMATE WEIGHT CARTON OF 12 . . . 50 LBS.**

| | |
|---|------------------------------------|
| Almond, Pink flowering | Lilac, White |
| Almond, White flowering | Quince, Red flowering, upright |
| Beauty Bush, Pink flowering | Snowball, Old fashioned |
| Dwarf Burning Bush — Brilliant | Weigela, Eva Rathke, crimson |
| Autumn foliage | Weigela, Vanicek, dark ruby red |
| Forsythia, Lynwood Gold | Weigela, Variegated, pink flowers, |
| Hydrangea, Hills of Snow | leaves yellow-edged |
| Golden Mock Orange, dwarf, golden foliage | \$1.00 |

POPULAR VARIETIES OF FLOWERING SHRUBS

Packaged in Gold Foil

HEAVY GRADES . . . PRICE EACH \$.90 . . . APPROX. WGT. CARTON OF 12 . . . 50 LBS.

Althea (Rose of Sharon) Pink
 Althea (Rose of Sharon) Purple
 Althea (Rose of Sharon) Red
 Althea (Rose of Sharon) White
 (Altheas bloom in mid-summer)
 Barberry — Redleaf, for hedge or specimen
 Bridal Wreath, Froebel's Red
 Bridal Wreath, Old Fashioned, white
 Bridal Wreath, True, white upright
 Burning Bush, Brilliant autumn foliage
 Butterfly Bush, Ile de France, Violet
 Butterfly Bush, Royal Red
 Cranberry, European, white flower, red berries
 attract birds
 Deutzia, Pride of Rochester, double white
 Deutzia, Dwarf, low growing, slender branches
 covered with white blossoms

Dogwood, Red Branch, white berries and red twigs
 in winter
 Forsythia, Fortune's weeping
 Forsythia, Showy Border, upright
 Forsythia, Spring Glory, profuse blooms
 Honeysuckle, Pink
 Honeysuckle, White
 Hydrangea, Pee Gee, large white blooms turning bronze
 Lilac, common purple
 Mock Orange, Sweet, white
 Mock Orange, Virginal, large white semi-double flowers
 Quince, red flowering
 Spirea, Anthony Waterer, small red flowering shrub
 Sweet Shrub (Calycanthus) Chocolate color, fragrant
 Tamarix, feathery foliage and pink sprays of blossom
 Weigela, Pink

SPECIAL VARIETIES OF FLOWERING SHRUBS

MEDIUM KRAFT WRAPPED

PRICE EACH \$.65 . . . APPROXIMATE WGT. CARTON OF 12 . . . 30 LBS.

Almond, Pink flowering
 Almond, White Flowering
 Beauty Bush, Pink, spectacular
 Forsythia, Lynwood Gold
 Hydrangea, Hills of Snow

Snowball, Old Fashioned
 Weigela, Eva Rathke, crimson
 Weigela, Variegated, Pink flowers
 leaves yellow-edged
 Weigela, Vanicek, Red flowers

POPULAR VARIETIES OF FLOWERING SHRUBS

MEDIUM KRAFT WRAPPED

PRICE EACH \$.55 . . . APPROXIMATE WGT. CARTON OF 12 . . . 30 LBS.

| | |
|---|---|
| Althea (Rose of Sharon) Pink | Forsythia, Spring Glory |
| Althea (Rose of Sharon) Purple | Honeysuckle, Pink |
| Althea (Rose of Sharon) Red | Honeysuckle, White |
| Althea (Rose of Sharon) White | Hydrangea, Pee Gee, Huge white blooms |
| (Altheas bloom in mid-summer) | turning bronze |
| Bridal Wreath, Froebel's Red | Lilac, Common Purple |
| Bridal Wreath, Old Fashioned, white | Lilac, Common White |
| Bridal Wreath, True, Upright white | Mock Orange, Sweet, white flowers |
| Butterfly Bush, Ile de France, lavender | Mock Orange, Virginal, double white |
| Butterfly Bush, Royal Red | Quince, Red Flowering |
| Cranberry, European, red berries attract | Spirea, Macrothyrsa, Pink spikes in mid-summer |
| birds in winter | Spirea, Anthony Waterer, small shrub, |
| Deutzia, Pride of Rochester, double white | red flowering |
| Deutzia, Dwarf, white | Sweet Shrub (Calycanthus) fragrant chocolate |
| Dogwood, Red Branched, white berries | colored flowers |
| Forsythia, Fortune's weeping | Tamarix, feathery foliage, pink sprays of flowers |
| Forsythia, Showy Border, upright | Weigela, Pink |

HEDGE PLANTS

Our hedge is two years old or more, Northern-grown, well branched and heavily rooted. We wrap it in peat moss and waterproof wrinkle-kraft paper, ten plants to a bundle, with a full color illustration and planting instructions attached. Please order in multiples of twelve bundles of a variety.

| VARIETY | Grade | Price per Bundle 10 | Approx. Wgt. per Bundle |
|---------------------------------------|--------|------------------------|----------------------------|
| Amur River Privet (Extra Hardy) | 12-18" | 1.20 | 2 lbs. |
| California Privet | 12-18" | 1.00 | 2 lbs. |
| Ibodium Privet | 12-18" | 1.00 | 2 lbs. |
| Green Barberry, 2 yr. Seedlings | 12-15" | 1.25 | 1 lb. |
| Red Barberry, 2 yr. Seedlings | 12-15" | 1.75 | 1 lb. |

FRUIT TREES

2 Year Old, Hardy New England grown. Top grade, individually wrapped in same beautiful Gold Foil Bag as roses, with peat moss around roots and large full color lithograph of variety. Order in units of twelve (12).

PACKAGED IN GOLD FOIL . . . HEAVY GRADE

| VARIETY | Price Each | Approx. Wgt. each Packed |
|--|------------|--------------------------|
| APPLE TREES — STANDARD | 1.20 | 2½ lbs. |
| ↳ Baldwin, Red and crisp, good keeper | | |
| ↳ Red Delicious, favorite eating apple | | |
| ↳ Red McIntosh, solid red, heavy yield | | |
| ↳ Red Stayman's Winesap, large red winter apple | | |
| ↳ Yellow Delicious, excellent flavor | | |
| ↳ Red Jonathan, bake, cooking or eating | | |
| ↳ Red Rome Beauty, bright red | | |
| ↳ Yellow Transparent, early summer | | |
| APPLE TREES — DWARF | 1.75 | 2½ lbs. |
| Baldwin | | |
| Red Delicious | | |
| Red McIntosh | | |
| Red Stayman's Winesap | | |
| Yellow Delicious | | |
| PEAR TREES — STANDARD | 1.20 | 2½ lbs. |
| ↳ Bartlett, Large, golden yellow with reddish blush | | |
| ↳ Beurre Bosc, Brownish yellow, juicy, very productive | | |
| ↳ Clapp's Favorite, Large summer pear | | |
| PEAR TREES — DWARF | 1.50 | 2½ lbs. |
| Bartlett, Large, golden yellow with reddish blush | | |
| Clapp's Favorite, Large summer pear | | |
| Duchess, Greenish yellow, large, heavy bearer | | |
| PLUM TREES | 1.20 | 2½ lbs. |
| ↳ Abundance, Early, Amber turning red, freestone | | |
| ↳ Fellenberg (Italian Prune) Large oval, purple | | |
| ↳ Stanley, Early, large, dark blue | | |
| ↳ Yellow Egg, Early, large, yellow, very sweet | | |
| PEACH TREES | 1.20 | 2½ lbs. |
| ↳ Elberta, Yellow freestone, medium early | | |
| ↳ Golden Jubilee, Early, large yellow, freestone | | |
| ↳ J. H. Hale, Extra large, yellow, freestone | | |
| SWEET CHERRIES — 2 Year | 1.50 | 2½ lbs. |
| ↳ Bing, Large, dark red | | |
| ↳ Black Tartarian, Large, black, juicy | | |
| SOUR CHERRY — 2 Year | 1.20 | 2½ lbs. |
| ↳ Montmorency, Bright red, excellent for cooking | | |

APPLES

Probably all varieties of apples produce higher yields when cross-pollinated. Advise customer to buy two *different* varieties.

PEARS

Same as apples.

PLUMBS

Stanley does not require cross-pollination — Abundance does. Fellenburg and Yellow Egg will benefit from cross-pollination.

PEACHES

Golden Jubilee and Elberta are self-pollinating. J. H. Hale

is not self-fertile and should be planted with Elberta.

SWEET CHERRIES

All require cross-pollination — plant two *different* varieties.

SOUR CHERRIES

Montmorency is self-pollinating.

FLOWERING and ORNAMENTAL TREES

The tremendous amount of new home building has kept demand for yard trees at a high level. This list includes most of the more popular varieties — in sizes which are easy to transplant — priced to sell. Wrapped in eye-appealing Gold Foil Bag, in peat moss, with 4 color lithograph of the variety. Order in units of (10) of a variety.

| VARIETY | Grade | Price Each | Approx. Wgt. each Packed |
|--|---------|------------|--------------------------|
| DOUBLE FLOWERING PLUM, <i>Prunus Triloba Plena</i> (Rose Tree of China) | 3-4 ft. | 1.35 | 2½ lbs. |
| A lovely delicate tree covered with double pink blossoms in Spring. Grows to 8 feet. | | | |
| EUROPEAN MOUNTAIN ASH, <i>Sorbus Aucuparia</i> | 5-6 ft. | 3.00 | 2½ lbs. |
| Clusters of white flowers in late spring followed by bright orange berries in summer and winter. Thrives in partial shade. | | | |
| FLOWERING CRAB APPLES, <i>Malus</i> | 4-5 ft. | | 2½ lbs. |
| ↘ ALMEY CRAB — Large crimson bloom, scarlet fruit. | | 2.25 | |
| CARMINE CRAB — Carmine buds and flowers. Glossy green foliage. | | 1.65 | |
| ↘ DOLGO CRAB — White flowers 2" in diameter red fruit. | | 1.65 | |
| ↘ ELEY CRAB — Pink bloom in May followed by large red fruit. Reaches 15 to 20 ft. in height. | | 1.65 | |
| ↘ HOPA CRAB — Single, purple-red flowers. | | 1.65 | |
| ↘ RED FLESH CRAB — Red fleshy fruit, greenish bronze foliage. Single pink flowers. | | 1.65 | |
| BECHTEL CRAB — Double pink flowers like small roses. | 3-4 ft. | 1.85 | |



FLOWERING and ORNAMENTAL TREES (cont.)

| VARIETY | Grade | Price Each | Approx. Wgt. each Packed |
|--|---------|------------|--------------------------|
| FLOWERING CHERRY, <i>Prunus Kwanzan</i> One of the most popular of all ornamentals. This is the tree that brings so many visitors to Washington every year. Deep pink flowers. Tree branches from ground up. | 3-4 ft. | 3.25 | 2 lbs. |
| FLOWERING PEACH, <i>Prunus Persica</i> Double Pink Flowers. | 4-5 ft. | 1.75 | 2½ lbs. |
| Double Red Flowers | 4-5 ft. | 1.75 | 2½ lbs. |
| PAULS SCARLET HAWTHORN, <i>Crataegus</i> Large double scarlet flowers on a small tree about 12-15 ft. high. Spectacular in May. | 4-5 ft. | 3.25 | 2 lbs. |
| PURPLE LEAF PLUM, <i>Prunus Blireiana</i> ✓ <i>Newport</i> Leaves are pinkish purple and tree is covered with a mass of white flowers in spring. Ideal for accent. | 4-5 ft. | 2.00 | 2½ lbs. |
| PURPLE LEAF PLUM, ✓ <i>Thundercloud</i> Finest of the Purple Leaf Plums. Very hardy. | 4-5 ft. | 2.25 | 2½ lbs. |
| RED BUD (Judas Tree) <i>Cercis Canadensis</i> One of the hardiest of all flowering trees, covered with thousands of tiny lilac pink blossoms, followed by dark green heart-shaped leaves. | 3-4 ft. | 1.75 | 2 lbs. |
| TREE HYDRANGEA This tree blooms in late summer. Has huge white panicles changing from rose to bronze. | 3-4 ft. | 1.75 | 2 lbs. |
| WEeping WILLOW, <i>Salix</i> Perennial favorite. Graceful weeping branches. | | | |
| GOLDEN WILLOW, <i>Salix Niobe</i> | 5-6 ft. | 1.85 | 2½ lbs. |
| GREEN WILLOW, <i>Salix Babylonica</i> | 5-6 ft. | 1.85 | 2½ lbs. |

HOW TO SELL

Give packaged roses and shrubs and trees a prominent spot in your advertising. The powerful appeal of living plants builds profitable traffic.

Give your packaged plants a front-of-the-store location. The eye-catching silver and gold wrappers and the promise of beautiful blooms create an irresistible desire to buy. Unless your customers get a really good look at them, you will lose many dollars worth of impulse sales.

And remember, every purchase of plants makes a prospect for tie-in sales of plant food, fertilizers, sprays, dusts, insecticides, etc. Up your

profits still more by suggesting the extra beauty of plants in several different colors. With roses, for example, always present the idea of a *rose garden*. With shrubs suggest the glamour of a variety of shrubs to give color all season long.

It's surprising the number of people who do not know about the wonderful flexibility of roses. So be sure to mention the many ways roses can beautify their landscape — in between foundation plantings, in low borders, in a separate bed of roses, on fences, trellises, arbors, over the doorway or on a lamppost — to name just a few. The more your customers know — the more they buy!

HOW TO DISPLAY

Mass your packaged plants together. They'll make a dramatic display. Plants do best in a cool location. If at all possible, provide cover for your display to protect both packages and plants from the weather. Raised displays will also increase your sales since it has been proven time and time again that customers prefer not to bend down to examine stock. Hang a large

sign in front of your display with wording like this: "Grow Gorgeous BURR ROSES". (It's surprising the number of new gardeners who can not identify roses unless they are in bloom.)

When sprouts appear on the canes, let them grow. However, desprout them if they grow longer than two inches. This in no way damages the plant.

HOW TO ANSWER QUESTIONS

1. Why are the canes of the rose bushes coated with wax?

ANSWER: The retaining of moisture is probably the most important requirement for healthy growth on a newly planted rose bush. Application of a protective wax coating helps seal in the moisture so that prompt root action will develop.

2. Will roses bloom more than once during the season?

ANSWER: Nearly all present day roses in commercial production will continue to bloom during the season. However, the amount of bloom varies considerably during certain periods depending on temperature, rainfall, nutrition, etc.

3. Should roses and shrubs be given a plant food at the time of planting?

ANSWER: If adequate soil preparation has been made, we recommend that no fertilizing be done until four to six inches of new growth has been attained. If soil is poor, modest applications of a balanced commercial fertilizer, such as 5-10-5, may be applied provided that special care is taken to avoid contact of fertilizer with root system of plant.

5. What is a two year old field grown rose bush?

ANSWER: All BURR roses have been grown in the field for two full growing seasons and have already bloomed in the nursery row.

7. What is a patented rose?

ANSWER: A patented rose is the creation of a rose hybridizer who has developed a variety sufficiently new and distinct from any other rose that the Plant Patent Office has granted him an exclusive patent for a period of seventeen years. A typical patented rose may be the result of thousands of crosses before a plant is found remarkable enough to warrant the issuance of a patent.

4. How often and by what method should plants be watered?

ANSWER: At planting time roses and shrubs require as an absolute minimum the application of a ten quart bucket of water poured directly into the hole. In the absence of rain or in dry localities, supplemental watering should be made at least twice weekly and this should consist of a thorough soaking applied slowly and to the ground beneath the plant rather than to the foliage. If the season is rainy, additional watering may prove unnecessary and even harmful.

6. Should roses or shrubs be pruned at the time of planting?

ANSWER: *Very definitely, yes.*

It is very necessary to cut off all canes of rose bushes to about eight inches at time of planting. If not done, the long canes will demand too much food from the roots and be an excessive strain on them during the critical weeks when the plant is getting used to its new location.

8. What does A.A.R.S. mean?

ANSWER: A.A.R.S. represents the All America Rose Selections Inc., a group of the major rose hybridizers and growers in the United States, of which C. R. BURR & Co. is a charter member. This body supervises the nation-wide two year trials, wherein new varieties are carefully examined for their performance under all kinds of conditions and finally judged as to whether or not they merit an award from A.A.R.S. as a truly *All American* rose.

QUALITY...

VARIETY...

SERVICE...

BURR builds your business

We've only just begun to grow! Actually, of course, C. R. Burr & Company has been Growing since '98. We were one of the very first firms to offer individually packaged plants years ago, and today are one of the ten largest wholesale nurseries in the United States. Yet we believe we've only just begun to grow because of the unlimited possibilities of sales of nursery stock to the public through the dealer.

Our size gives you an excellent choice of plants — one source for practically all your needs. Our long experience gives you quality you can count on. Our firm policy — **SALES THROUGH THE DEALER, NEVER SOLD BY MAIL** — assures you of service and an interest in *your* welfare that will build your business as it has for thousands of dealers in twenty-three states.



Charles S. Burr
President



C. E. Hogan
*Vice President and
General Manager*



Weldon Miner
Sales Manager

YOUR BEST BUY IN

ROSES

Exclusive waxing process keeps canes green and healthy.

No-rust wire clasp.

Strong, hardy and vigorous canes.

Genuine aluminum foil unmatched for eye appeal.

Big, sales-stimulating picture.

Customers have confidence in this trademark.

Complete, easy-to-read instructions.

Genuine imported peat moss retains life-giving moisture longer.

Plenty of "heft" to the package. Average circumference is 16"!

C. R. BURR & CO., INC., MANCHESTER, CONNECTICUT